

### *Accomplishments to Date*

#### **Media Relations**

In July and August, First Things First expanded its proactive media outreach with statewide press releases on the June grant awards and the August launch of our public awareness building efforts. The statewide releases were complemented with region-specific press releases on regional grant awards, resolutions passed by regional councils in opposition to Proposition 302 and the re-appointment of existing council members and/or the appointment of new regional council members. In addition, FTF regional council members, grantees and stakeholders continued their efforts to earn media coverage regarding FTF and early childhood. Collectively, these efforts resulted in 40 FTF-specific media hits statewide over a period of about 11.5 weeks. (*Please see attached list for specific stories, media outlets and print/broadcast dates*).

In addition, FTF Board Member Nadine Mathis Basha was featured in the July 15 broadcast of *Horizon*, a Phoenix-area public affairs program. Mrs. Basha discussed the impact Proposition 302 would have on early childhood services in Arizona. She appeared opposite Kevin McCarthy of the Arizona Tax Research Association.

Executive Director Rhian Evans Allvin was interviewed by the *Casa Grande Dispatch* and the *Arizona Capitol Times* for articles slated to run in August.

#### **Public Awareness**

In August, we launched the statewide implementation of our public awareness effort with the completion of our advertising materials. Along with the array of Born Learning materials aimed specifically at parents and educational reinforcement items purchased by individual regions, these materials will help us to increase awareness among all Arizonans of the critical importance of early childhood. The Web page referenced in all our materials, ReadyAZKids.com, is among the top four pages visited on our website. Traffic to our website has increased by 50% over the past month.

#### **Community Outreach**

Our community outreach efforts also are underway. Staff who will be conducting community outreach presentations have been identified and trained. These staff will seek out opportunities to present information about early childhood development that include formal group presentations, participation in community events, dissemination of awareness-building materials and media outreach about general early childhood topics and specific early education and health services funded by FTF.

On June 22, Director Allvin presented information to the Valley of the Sun United Way Board of Directors. She also conducted outreach to community leaders in the South Phoenix area along with Board Member Cecil Patterson earlier this month.

On August 3, Deputy Director Karen Woodhouse presented an update on First Things First to members of the Arizona Education Coalition.

On August 16, a guest column by Director Allvin titled "Ready for School. Set for Life." appeared in the *ASBA Journal*, the quarterly magazine of the Arizona School Boards Association. This member magazine reaches public school leaders statewide. In addition to reaching school board members, the *Journal* goes out to legislators and virtually every school district superintendent in the state.

### **Social Media**

We continue to make regular updates (two to three times per week) to our Facebook page to keep the community conversation on the importance of early childhood going. Since the last Board meeting, we have increased our number of Facebook fans to more than 1,000! We also distribute messages via Twitter once or twice per week.

**Liz Barker Alvarez – (602) 771-5063**



## First Things First-Related Stories: Published or Broadcast, 05/29/10 to 08/18/10

- Cocopah donates \$5K to Food Bank (Indian Country Today) – May 29
- Pinal's tentative budget includes 23-cent tax hike (TriValleyCentral.com) – June 3
- Nurses help keep child care centers healthy (KVOA.Com – Pima County) – June 3
- Kits provide 'instruction manual' to parents of newborns (East Valley Tribune) – June 15
- Child, health programs get funding (Today's News Herald) – June 19
- Local council opposes plan to take funds from First Things First (Nogales International) – June 22
- Kids services get \$2 million (Yuma Sun) – June 23
- Tobacco tax supports early-childhood programs (Arizona Republic) – June 25
- Early childhood program prepares to fight for existence (Sierra Vista Herald) – June 25
- Grant opens centers' doors to assist school kids, parents (Republic blog) – June 26
- Safford Library offers Imagination Library Program (Easter Arizona Courier – July 2)
- SW Valley children's programs gets \$680,000 in grants from state cigarette sales (Republic) – July 8
- Arizona Wants Kids' Fund to Plug Budget Hole, State Board Says in Fighting Ballot Language (Courthouse News Services) – July 9
- Hualapai children covered in grant (Daily Miner) – July 12
- Hearing set on suit over Ariz. referendum analysis (AZ Daily Sun, Yuma Sun: AP) – July 12
- Hearing today about November ballot proposition (KVOA.com) – July 12
- It's all about the wording (KPHO Channel 5 Phoenix) – July 13
- First things first (Indian Country Today) – July 13
- Hearing set on suit over Arizona referendum analysis (Arizona Daily Sun; Sierra Vista Herald from Capitol Media Services) – July 13
- Judge to rule if GOP ensured ballot item misleads (Arizona Daily Star) – July 14
- First Things First sues state over ballot language (Arizona Capitol Times) – July 15
- Judgment about ballot measure not an easy call (Yuma Sun) – July 16
- First Things First OKs more than \$100M for Arizona students (Phoenix Business Journal) – July 16
- Kids program awards grants despite uncertainty (East Valley Tribune) – July 19
- Arizona Babies Now Come With Instructions (Arizona News Connection: Clear Channel sent to 460 radio stations nationwide) – July 20
- Little Scholars' Preschool receives grant to expand (Desert Messenger) – July 22
- Educational Outreach unit awarded grant for literacy workshops (ASU News) – July 23
- Judge: No rewording of measure needed to sweep funds from First Things First (East Valley Tribune from Capitol Media Services) – July 26
- Judge: First Things First ballot language is impartial (Capitol Times) – July 26
- Court OKs description of proposition (Arizona Republic) – July 27
- First Things First Continues Arizona's Commitment to Younger Kids (Easter AZ Courier) – July 28
- First Things First welcomes two new advocates (Yuma Sun) – July 30
- First Things First group makes future plans (Payson Roundup) – August 3
- Chandler district receives \$320,000 for preschool scholarships (East Valley Tribune) – August 3
- Invest in Kids, Reap the Rewards (Payson Roundup – Commentary) – August 3
- State funds education for childcare providers at PCC (KVOA.com) – August 9
- County Chief: AZ Public Health Threatened by Ballot Measure (Public News Services) – August 10
- Preschool scholarship opportunities available (East Valley Tribune) – August 15
- Endangered program opens family centers (Nogales International) – August 17
- First Things First prepares children for school, helps parents (Douglas Dispatch) – August 18

